What Is Claimed Is:

1. A peptide of eight to twenty amino acids in length which comprises a hydrophilic analog of an alpha-fetoprotein peptide having SEQ ID NO:6: EMTPVNPG.

2. The peptide of claim 1 wherein the peptide is linear.

3. The peptide of claim 1 wherein the peptide is cyclic.

4. The peptide of claim 1 wherein one or more of the amino acids is a (D)-amino acid.

5. The peptide of claim 1 which comprises an amino acid sequence selected from the group consisting of:

SEQ ID NO:2: QMTPVNPG,
SEQ ID NO:3: QMTPVNPGE
SEQ ID NO:4: EMTOVNOG
SEQ ID NO:5: EMTOVNOGQ
SEQ ID NO:7: EMTPVNPGQ
SEQ ID NO:8: EMTOVNPG
SEQ ID NO:9: EMTOVNPGQ
SEQ ID NO:10: EMTPVNOG and
SEQ ID NO:11: EMTPVNOGQ,

or a peptidomimetic of said peptide.

6. The peptide of claim 1 labeled with a detectable marker.

7. The peptide of claim 6 wherein the detectable marker is a radiolabel.

8. The peptide of claim 7 wherein the radiolabel is a radiolabeled additional amino acid.

9. A dimeric peptide consisting of two peptides of claim 1.

10. The dimeric peptide of claim 9 wherein the two peptides are SEQ ID NO:4 and SEQ ID NO:5.

11. The dimeric peptide of claim 9, wherein the two peptides are SEQ ID NO:3 and SEQ ID NO:10.

12. A multimeric peptide consisting of three or more peptides of claim 1.

13. A composition comprising the peptide of claim 1 and a suitable carrier.

14. The composition of claim 13 wherein the suitable carrier includes a stabilization excipient.

15. The composition of claim 14 wherein the stabilization excipient is dodecyl maltoside or mannitol.

16. An antibody that specifically binds to the peptide of claim 1.

17. A method of reducing estrogen-stimulated growth of cells, the method comprising exposing cells to the peptide of claim 1.

18. The method of claim 17 which further comprises exposing the cells to tamoxifen before, during, or after exposing the cells to the peptide.

19. A method of treating or preventing cancer in a subject which comprises administering to the subject an amount of the peptide of claim 1 effective to treat or prevent cancer in the subject.

20. The method of claim 19 wherein the cancer is estrogen-dependent cancer.

21. The method of claim 20 wherein the estrogen-dependent cancer is breast cancer.

22. The method of claim 19 which further comprises administering a suitable amount of tamoxifen to the subject before, during, or after administering the peptide to the subject.

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